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wider the doors of opportunity...  
of our country and all our people"  
President Eisenhower

# RURAL DEVELOPMENT PROGRAM

# NEWS

## Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior  
Under Secretary, Department of Agriculture (Chairman)  
Under Secretary, Department of Commerce  
Under Secretary, Department of Labor  
Under Secretary, Department of Health, Education, and Welfare  
Administrator, Small Business Administration  
Member, Council of Economic Advisers

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Programs of aid for lagging rural communities must take into account the many families living in these communities who do little or no farming. In some areas these families make up a majority of all rural dwellers.

This is a major conclusion of two USDA economists in a report issued last month, Opportunities for Economic Development in Low Production Farm Areas (AIB 234). The economists, Buis T. Inman and John H. Southern, based their findings on studies now completed of low production farms and farming areas in seven States.

In these areas, families living in the open country are primarily nonfarm families, they report. Only about a third of the family heads are farmers or farm laborers.

Even among farm families, agriculture no longer provides a major part of income. The proportion of income these families earn from farming ranges from 20 to 50 percent in the seven areas studied.

The two economists recommend stepped up Rural Development type programs to meet the complex economic and social welfare problems posed by such areas. In particular, they stress adjustment in use of farm resources to produce fewer but better units; sound industrial development; improved education and training in industrial and trade skills for young people; and more opportunities for people with "different social and cultural characteristics."

(To order a copy of this report, write Office of Information, USDA, Washington 25, D. C. citing title and number.)

### EXTENSION EDITORS INTENSIFY RD COVERAGE

The year 1960 witnessed unprecedented activity of State Extension Service editors to publicize the Rural Development Program. There was a marked increase in coverage of the program at both State and local levels.

Press releases, radio tapes, special reports, and articles prepared especially for State papers were the main techniques used by the editors to tell the Rural Development story.

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

Following are some typical examples:

In Tennessee all major State newspapers with a combined circulation of 688,000, carried a feature story on the program prepared by Rosslyn Wilson of the editor's staff.

Taped radio programs for stations in the State, a film strip illustrating the Rural Development process, and feature material for major State newspapers were some features of the Rural Development information campaign in Missouri.

Rudy Michael, Virginia Extension Service editor, produced a TV special on the regional meeting held at Roanoke and released a major feature on progress in the State's two counties.

Mississippi's Duane Rosenkrans issued a special 5-page feature for State newspapers describing the program in one county.

Louisiana's Marjorie Arbour prepared an editorial release for State weeklies commenting on the five-year anniversary of Rural Development.

In addition to producing a steady stream of news stories and features, Michigan's Jim Gooch set up a press tour covering the State's RD area, and prepared a leaflet describing the program. Jim is an information specialist assigned full time to the program.

Seven States -- Texas, Tennessee, North Carolina, Nebraska, Arkansas, Louisiana, and Washington -- now use regular RD newsletters to inform professional workers and the interested public.

DHEW PROGRAMS VITAL TO SMALL RURAL AREAS      A special brochure prepared by the U. S. Department of Health, Education, and Welfare for the Rural Development regional conference held last fall in Birmingham, Alabama, points up the critical importance of departmental programs in rural communities with many small farms. The conference included Alabama, Florida, Georgia, Mississippi, and Puerto Rico.

Here are some figures from the HEW report:

--Between 1947-60, \$1,724,948 in Federal funds were contributed to the total cost of \$2,782,068 for hospital construction under the Hill-Burton program in Alabama's six RD counties.

--In the period 1956-60, the Federal share of a \$634,786 cost for sewage treatment plant projects in two Florida RD counties was \$190,435.

--During FY 1960, \$67,406 of Federal funds were contributed to vocational training programs in Mississippi's RD counties.

--South Carolina's three RD counties received \$900,431 annually as grants-in-aid for public assistance (based on the July 1960 figure). Total annual public assistance in the three counties is \$1,157,484.

In a foreword to the brochure, Richard H. Lyle, regional director of the Department of Health, Education, and Welfare states, "The Rural Development Program is of great challenge and interest to our Department. Every one of our programs and services affect it in some way."

## RURAL DEVELOPMENT IN ACTION

Some recent activities showing the wide range of projects and plans in RD program areas.

Virginia: Citizens in the Carroll-Grayson County area subscribed more than \$1 million to construct an industrial building which will be occupied soon by a major firm employing 1,000 local workers.

Texas: To provide improved direction of programs for county betterment, leaders in Houston County have set up a development foundation. The group's initial aim is to seek funds locally for industrial promotion and to finance community improvement work.

Michigan: Meeting with leaders of Upper Peninsula counties, William Jewell, a field representative of the U. S. Commerce Department's Office of Area Development, urged strengthened vocational training programs as a first step in attracting industry.

Oklahoma: Cherokee County reports progress in the last five years as follows: Per capita income nearly doubled, a new high school under construction, a hospital enlarged, 800 new homes built, a \$1 million increase in the nursery stock industry.

Tennessee: Hardin County's main town, Savannah, has won two major prizes in the 1960 State-wide town progress program: First prize in population group, and grand award for the best overall program. Rutledge in another RD county, Granger, won first prize for agricultural development in the State-wide contest.

Kentucky: Joe Mobley, one of the Extension Service RD leaders, will take charge of adult career guidance in the Kentucky University-Kellogg development project now shaping up in 30 eastern counties. Other specialists will work on markets and transportation, industry promotion, and wood utilization.

Kansas: A Kansas State University team of specialists have started resource studies in eight southeastern counties. The studies are a first step in recommendations for a long-term program to foster economic growth in the area. Kansas' Extension Service has added two specialists to work full-time on the Rural Development Program.

Florida: Washington County, in three years of program operation, has made significant progress toward health improvement, including extension of water systems, improved garbage and sewage disposal facilities, drainage canals, and new equipment for hospitals.

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